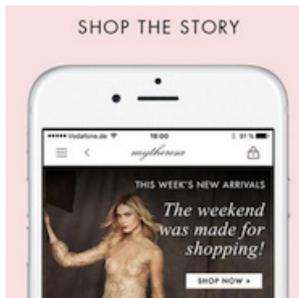


MOBILE

MyTheresa embraces mobile functionality for channel update

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MyTheresa iPhone app

By STAFF REPORTS

Neiman Marcus-owned retailer MyTheresa is striving to stay competitive by revamping its digital channels to be faster and increasingly responsive.

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MyTheresa has operated an Apple iOS application since 2011, but as consumers' preference to shop via mobile continues to skyrocket, maintenance was needed to bring the channel up-to-date. The retailer also debuted a new Web site that brings MyTheresa's channel a more responsive and optimized design.

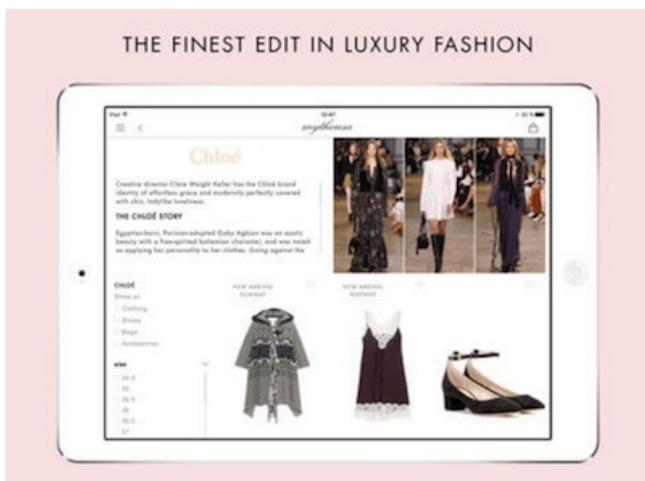
Responsive look and feel

The updates to its digital channels creates a full brand experience for MyTheresa consumers.

In speaking with MyTheresa, WWD learned that the retailer has optimized all customer services on the site have been optimized for mobile devices. Also, fashion and editorial images can be easily shared through the use of social media buttons.

MyTheresa's new Web site was designed to be responsive, allowing for large retina and higher-resolution images to be shared. The updates will also increase load time and checkout speeds.

For its app, MyTheresa is introducing a new menu bar for easy navigation, a clearer overview of consumer profiles, social sharing options, address book and full history of completed and current orders. Search has also been fine-tuned to allow for filters, while the wish list update sends push notifications when items are back in stock, have gone on sale or are close to selling out.



MyTheresa app on iPad

"This development is a fundamental shift in how we offer our services across all devices," Michael Kliger, president of Mytheresa.com, told [WWD](#). "Users are now able to reach our content faster with a refreshed design that automatically adapts.

"Mobile traffic will clearly dominate in the years to come, leading to a fundamental shift in how we offer our services," he said.

The MyTheresa app can be downloaded for free from the [iTunes Store](#), with an Android version expected in early 2016.

A merger of content and commerce has become a popular trend among retail shopping apps.

For instance, department store chain Barneys New York has created a standalone mobile application for the content published to its branded magazine, The Window.

The Window originally acted as the retailer's online blog where lifestyle and fashion topics were covered, but, inspired by the success of [thewindow.barneys.com](#), Barneys soon evolved the publication to include a print edition. With coverage of men's and women's fall fashion, the app is interactive and shoppable to heighten the reader's experience ([see story](#)).

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